

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 /021 W

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R 021516Z DEC 74

FM AMEMBASSY MOSCOW

TO USDOC WASHDC

INFO SECSTATE WASHDC 5064

UNCLAS MOSCOW 18070

E. O. 11652: N/A

TAGS: BEXP, UR

SUBJ: NOSOSY 75

USDOC FOR BEWT/JERSCHOWSKY

REF: A. STATE 259972

B. MOSCOW 17339

1. USCOMOFF HAS NOT RECEIVED DEFINITIVE ANSWER FROM USSR CHAMBER OF COMMERCE AND INDUSTRY REGARDING PROSPECTIVE EXHIBITORS SUBJECT EXHIBITION.
2. IN VIEW OF RAPIDLY APPROACHING PROCUREMENT DEADLINE, DEPUTY DIRECTOR USCOMOFF MET WITH Y.I. STEPANCHUK, DIRECTOR OFFICE 9 (PUMPS AND COMPRESSORS) V/O MACHINO-IMPORT TO DISCUSS NOSOSY 75 AND DISPLAY EQUIPMENT.
3. STEPANCHUK ACCEPTED BROCHURES FOR FOLLOWING FIRMS: CRANE, HYDRAULIC PUMP CORP., MONARCH ROAD MACHINER CO., HOUSEWARE'S AMERICAN CORP., THOMAS INDUSTRIES AND GAST MFG CO. STEPANCHUK AGREED TO REVIEW MATERIAL AND TO ADVISE IN TWO OR THREE WEEKS THOSE ITEMS IN WHICH SOVIET SPECIALISTS WOULD BE MOST INTERESTED.
4. DDIRECTOR REVIEWED LIST OF 15 PARTICIPANTS (JERSCHKOWSKY/ BLOW TELECON). STEPANCHUK SUGGESTED FOUR ADDITIONAL U.S. FIRMS: REDA, A DIVISION OF T.R.W., THE SOLAR DIVISION OF INTERNATIONAL HARVESTER, DRESSER INDUSTRIES AND SUNSTRAND CORP.

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ALL HAVE BEEN SUCCESSFUL IN SOVIET MARKET.

5. AS FAR AS MACHINOIMPORT IS CONCERNED THEIR MAIN INTEREST LIES IN PUMPS FOR CHEMICAL, OIL REFINING, GAS, AND MINING INDUSTRIES. THERE IS SOME NEED FOR SLIME AND ABRASIVE PUMPS, BUT VERY LIMITED OPPORTUNITY FOR HEATING, WATER SUPPLY AND IRRIGATION. MAIN INTEREST IN HYDRAULIC EQUIPMENT AND VACUUM PUMPS.

6. COMMENT: FAILURE OF CHAMBER AND F.T.O. TO MAKE SPECIFIC RECOMMENDATIONS REGARDING COMPANIES AND/OR EQUIPMENT DOES NOT NECESSARILY REFLECT CHANGE IN POLICY TOWARD EXHIBITIONS. CHAMBER WOULD LIKE TO HAVE COMPLETE INFORMATION. BROCHURES, (20 COPIES), LIST OF EXHIBITS, PRO FORMA INVOICES ETC. BOTH CHAMBER AND F.T.O. RELUCTANT TO MAKE FIRM DECISION WHICH MIGHT BACKFIRE IF COMPANY IN QUESTION DOES NOT REACH EXPECTED SALES AT EXHIBITION. SINCE THERE ARE MANY FACTORS IN THE BUYING CYCLE, NO SOVIET GROUP WILL SAY "THIS IS GOOD, THIS IS BAD." WE REALIZE THIS DOESN'T GIVE USDOC ALL THE AMMUNITION NECESSARY SUCCESSFULLY TO PROCURE AN EXHIBITION, BUT OTHER THAN THE BROAD OUTLINES OF PARAGRAPH 5 ABOVE, THERE IS NO CONCRETE GUIDELINE.  
STOESSEL

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